

RETHINK DIGITAL®
CLOCKNINE

SEMINAR PROPOSAL

MTA New York City Transit

Seminar Proposal : Creating More Effective Content



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Seminar Overview

Detailed Proposal

ClockNine

1006 W Lake Street #125
Minneapolis, MN 55408

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www.clocknine.com

Seminar Title :

Creating More Effective Content to Maximize Digital Communication

Speaker : *Travis Kragh, CCO*

Ideal Audience : *Designers, Animators, Developers, Writers and Account Managers*

Topics Covered :

- *Science of Human Vision*
- *Science of Human Processing*
- *Connecting with Consumers*
- *Understanding Environments & People*
- *Utilizing Technology*
- *Getting Consumers to React*

About the Seminar

The goal of this seminar is to help designers, animators and strategists create [More Effective Digital Content](#). Understanding the science of human vision, human processing, timing, environmental distractions and technology all play vital role in helping communicate more effectively to consumers.

Digital Signage is extremely different from anyother communication vehical in advertizing. Attendees will learn the essentials to help their messaging be seen and heard. Give your team the knowledge they need to make scientifically better content.

Brief Overview

A seminar with ClockNine is truly an unforgettable experience. Your team will be challenged to critically think about:

Timing : How long do I have to connect?

Copy : How much can actually be processed?

Motion : Where should I use motion?

Layout : How close should my key design elements be?

Environment : What are consumers experiencing?

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Detailed Breakdown

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Detailed Breakdown

Each live event with ClockNine has a healthy balance of the following:

Information Presented

- 1) Science of Human Vision
 - a) The 5 Keys to Human Vision
 - b) Using Keys to Human Vision to gain Visual Attention
- 2) Science of Human Processing
 - a) Understanding Eye Fixations
 - b) Automated Processing & Visual Proximity
 - c) How Humans Decode Words
 - d) How the Brain memorizes Visual Patterns
 - e) Leveraging Human Processing to optimize connection
- 3) The Art of Connecting with Consumers
 - a) Understanding Timing
 - b) Understanding Consumer Environment Spectrum
 - c) Considering Blocks & Distractions
 - d) Common Mistakes of Digital Design
 - e) How to Connect with Purpose
 - f) Utilizing Technology to Connect
- 4) Getting Consumers to React
 - a) Breakdown of a **Good** Piece of Digital Content
 - b) How can we improve this ad?
 - c) Detailed Visual Analysis & Comparison

Post Presentation

- 5) Open Questions
- 6) Available for In-Office Learning
 - a) 1 on 1 time with Creatives
 - b) Small Group Breakout Sessions
 - c) Large & Small Group Discussions

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About ClockNine

ClockNine is a next-generation digital agency creating compelling content and easy to use digital signage software.

Our mission? Rethink Digital™. These two words guide every part of who we are as a next-generation digital signage company. From the people we hire, to the way we design our content and software; this rally cry shapes our philosophy.

We work smarter by infusing strategically driven design with live data and optimized visual probability. Our cutting edge designers and animators help our clients set and achieve visual goals with state-of-the-art visual attention technology. Every piece of content we create has maximum message visibility allowing your message to be seen.

About Speaker



Travis Kragh is the Co-Founder and Chief Creative Officer of ClockNine. His 10 years of experience in advertising expands beyond digital signage. He has been a key player in building advertising agencies in both corporate and traditional settings as a creative director, art director and animator. Touching on everything from television to building big brands, Travis has always had one common goal: revolutionize the industry. He leads the ClockNine team to create strategic marketing that pushes the boundaries of digital signage.

Travis is a DSF member and recently wrote special features published in 'Sound and Video Contractor', 'Commercial Integrator' and was a part of a DSF Industry Roundtable discussing Future Content Management Trends.



Seminar Success Story

Seminar : Creating More Effective Content to Maximize Digital Communication

Conference : DSE 2016

DSE Seminar Feedback :

Based on a scale of one to four.

Knowledge : 3.7
Effectiveness : 3.4
Content : 3.5
Overall Score : 3.5

Attendee Comments :

Excellent Content - Anonymous

Great to provide insightful fundamentals of creating effective content. This was a very helpful session.
-Anonymous

Extremely relevant to creative side of industry.
-Anonymous

Appreciate the science/psychology aspect!
-Anonymous

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DSE PROMO VIDEO

CLOCK
NINE



the **CLOCKNINE** advantage

- 1 Apply Human Vision Science to your Content
- 2 Maximize your Message Visibility
- 3 Use Motion with Purpose
- 4 Understand the Science of Human Processing
- 5 Allow Consumers Decode Messages with Ease
- 6 Connect with a Purpose
- 7 Understand Timing
- 8 Understand Consumer Mindsets
- 9 Create a Reaction